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MARLBORO MEDIUM
VOLUME TARGETS
INTRO THROUGH SEPTEMBER 1991

				DIFF. VS. ACTUAL		
	ORIGINAL TARGET	ADJUSTED TARGET*	ACTUAL VOLUME	ORIGINAL TARGET	ADJUSTED TARGET*	DIFF
REGION 1	639	596	748	109	152	43
REGION 2	473	461	812	340	351	11
REGION 3	408	419	737	329	318	(11)
REGION 4	473	514	743	271	229	(42)
REGION 5	507	509	635	128	127	(2)
SECTION 11	90	94	109	19	15	(4)
SECTION 12	90	78	96	6	19	12
SECTION 13	101	93	134	33	41	8
SECTION 14	103	92	109	6	17	11
SECTION 15	134	111	120	(14)	9	23
SECTION 16	121	115	154	33	40	6
SECTION 21	83	78	132	49	54	4
SECTION 22	65	58	86	21	28	7
SECTION 23	67	73	137	70	64	(6)
SECTION 24	80	79	154	74	75	1
SECTION 25	46	50	101	55	51	(4)
SECTION 26	132	116	185	53	69	16
SECTION 31	62	63	97	35	35	(1)
SECTION 32	52	49	106	54	57	3
SECTION 33	62	67	113	51	46	(5)
SECTION 34	77	75	141	64	66	2
SECTION 35	88	82	124	36	42	6
SECTION 36	67	73	138	71	64	(6)
SECTION 41	77	82	144	67	61	(5)
SECTION 42	80	83	124	44	41	(3)
SECTION 43	67	77	128	61	51	(10)
SECTION 44	83	86	131	49	45	(4)
SECTION 45	96	111	119	23	7	(15)
SECTION 46	70	66	83	13	17	4
SECTION 51	88	83	100	12	17	5
SECTION 52	62	63	114	52	51	(1)
SECTION 53	121	126	135	14	9	(5)
SECTION 54	114	114	158	44	44	0
SECTION 55	114	105	104	(10)	(1)	9
SECTION 56	8	5	8	0	3	3
TOTAL U.S.	2,500	2,500	3,676	1,176	1,176	0

** Based on Marlboro Red 12 months ending 12/90*

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Source: https://www.industrydocuments.ucsf.edu/docs/gfdy0004

Marlboro Medium Volume Targets

~~June~~-September

(based on Marlboro Red performance)

— Column 2 - "% Cont." is the percent the Region/Section contributes to total Marlboro Red volume.

— Column 3 - "Vol. Obj." is based on the Marlboro Medium National Volume Objective through September (2.5 billion units). Each Region/Section objective is based on the percent of contribution to Marlboro Red volume. Example: 3.5% of 2.5 billion = 90 million.

Region	% Cont.	Vol. Obj. (in millions)
1	24.8 25.6	639
2	18.3 18.9	473
3	15.8 16.3	408
4	18.3 18.9	473
5	19.6 20 3	507
Total		2500

Should be based on Key Counties

Section	% Cont.	Vol. Obj. (in millions)
11	3.5 3.6	90
12	3.5 3.6	90
13	3.9 4.0	101
14	4.0 4.1	103
15	5.2 5.4	134
16	4.7 4.9	121
21	3.2 3.3	83
22	2.5 2.6	65
23	2.6 2.7	67
24	3.1 3.2	80
25	1.8 1.8	46
26	5.1 5.3	132
31	2.4 2.5	62
32	2.0 2.1	52
33	2.4 2.5	62
34	3.0 3.0	77
35	3.4 3.5	88
36	2.6 2.7	67
41	3.0 3.1	77
42	3.1 3.2	80
43	2.6 2.7	67
44	3.2 3.3	83
45	3.7 3.8	96
46	2.7 2.8	70
51	3.4 3.5	88
52	2.4 2.5	62
53	4.7 4.8	121
54	4.4 4.6	114
55	4.4 4.6	114
56	✓0.3	8
Total		2500

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Source: https://www.industrydocuments.ucsf.edu/docs/gfdy0004

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MARLBORO MEDIUM
VOLUME TARGETS
INTRO THROUGH SEPTEMBER 1991

	TARGET		SCENARIO 1		SCENARIO 2		DIFF VS TARGET	
	% CONT.	VOLUME	% CONT.	VOLUME	% CONT.	VOLUME	S 1	S 2
REGION 1	25.6%	639	23.8%	596	23.1%	576	(43)	(63)
REGION 2	18.9%	473	18.5%	461	19.4%	485	(11)	13
REGION 3	16.3%	408	16.8%	419	17.6%	440	11	32
REGION 4	18.9%	473	20.6%	514	21.0%	525	42	53
REGION 5	20.3%	507	20.3%	509	18.9%	473	2	(34)
TOTAL U.S.		2,500		2,500		2,500		

SCENARIO 1 Based on Marlboro Red 12 months ending 12/90
SCENARIO 2 Based on Marlboro Red & Lts N.M. 85's Box & S.P. 12 months ending 12/90

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Source: https://www.industrydocuments.ucsf.edu/docs/gfdy0004